



WTVD-TV DURHAM  
411 LIBERTY STREET  
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-22-2012 PAGE: 1 of 7

INNOVATIVE ADVERTISING INC. - 11360  
ATTN: HEIDI GUERRA  
4250 HWY 22, SUITE 7  
MANDEVILLE LA 70471

Contract No 398208		Contract Dt 09-10-2012	Revision Dt 09-21-2012	Rev# 6	Advertiser CHAD BAREFOOT CAMPAIGN		Brand CHAD BAREFOOT CAMPAIGN SD 18			Product Code POLITICALS				Station/Market WTVD - DURHAM							
Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 243131						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 978																		
1	09-11-2012	09-16-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA				2	30		X	X	X	X				4	225	4	900.00
		Cr Resolved 09-14-2012	Rate Reason 225 CRDT RESOLV																		
		Total:	225																		
			Credit Resolved Total:																		
			-1																		
			-225.00																		
2	09-17-2012	09-23-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA				2	30	X	X	X	X	X				5	225	5	1,125.00
3	09-24-2012	09-30-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA				2	30	X	X	X	X	X				5	225	5	1,125.00
4	09-11-2012	09-16-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA				2	30		X	X	X	X				4	350	4	1,400.00
		Cr Resolved 09-13-2012	Rate Reason 350 CRDT RESOLV																		
		Total:	350																		
			Credit Resolved Total:																		
			-1																		
			-350.00																		
5	09-17-2012	09-23-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA				2	30	X	X	X	X	X				5	350	5	1,750.00
6	09-24-2012	09-30-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA				2	30	X	X	X	X	X				4	350	4	1,400.00
7	09-11-2012	09-16-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83				2	30		X	X	X	X				4	500	4	2,000.00
		Cr Resolved 09-12-2012	Rate Reason 500 CRDT RESOLV																		
		Total:	500																		
			Credit Resolved Total:																		
			-1																		
			-500.00																		
8	09-17-2012	09-23-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83				2	30	X	X	X	X	X				5	500	5	2,500.00
9	09-24-2012	09-30-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83				2	30	X	X	X	X	X				5	500	5	2,500.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
398208	09-10-2012	09-21-2012	6	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 243131			
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																
10	09-11-2012	09-16-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)			3	30						X		1	75	1	75.00
11	09-17-2012	09-23-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)			3	30						X		1	125	1	125.00
12	09-24-2012	09-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)			3	30						X		1	125	1	125.00
13	09-11-2012	09-16-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)			2	30						X		1	250	1	250.00
14	09-17-2012	09-23-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)			2	30						X		1	250	1	250.00
15	09-24-2012	09-30-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)			2	30						X		1	250	1	250.00
16	09-11-2012	09-16-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			2	30							X	1	100	1	100.00
17	09-17-2012	09-23-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			2	30							X	1	100	1	100.00
18	09-24-2012	09-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			2	30							X	1	100	1	100.00
19	09-11-2012	09-16-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
20	09-17-2012	09-23-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
21	09-24-2012	09-30-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
22	09-11-2012	09-16-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			2	30							X	1	350	1	350.00
23	09-17-2012	09-23-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			2	30							X	1	350	1	350.00
24	09-24-2012	09-30-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			2	30							X	1	350	1	350.00

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Contract No 398208	Contract Dt 09-10-2012	Revision Dt 09-21-2012	Rev# 6	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM												
Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 243131				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																
25	09-11-2012	09-16-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00
26	09-17-2012	09-23-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00
		Cr Resolved 09-23-2012	Rate Reason 300 CRDT RESOLV																
		Total:	300													Credit Resolved Total:		-1	-300.00
<del>27</del>	<del>09-24-2012</del>	<del>09-30-2012</del>	<del>10:00AM - 11:00AM</del>	<del>THIS WEEK SUNDAY 10-11A (800)</del>			<del>3</del>	<del>30</del>							<del>X</del>	<del>1</del>	<del>300</del>	<del>0</del>	<del>0.00</del>
28	09-11-2012	09-16-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30		X	X	X	X			4	250	4	1,000.00
		Cr Resolved 09-12-2012	Rate Reason 250 CRDT RESOLV																
		Total:	250													Credit Resolved Total:		-1	-250.00
29	09-17-2012	09-23-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30	X	X	X	X	X			5	250	5	1,250.00
30	09-24-2012	09-30-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30	X	X	X	X	X			5	250	5	1,250.00
31	09-11-2012	09-16-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30		X	X	X	X			4	600	4	2,400.00
		Cr Resolved 09-14-2012	Rate Reason 600 CRDT RESOLV																
		Total:	600													Credit Resolved Total:		-1	-600.00
32	09-17-2012	09-23-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30	X	X	X	X	X			4	600	4	2,400.00
33	09-24-2012	09-30-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30	X	X	X	X	X			3	600	3	1,800.00

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Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 243131			
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																
34	09-11-2012	09-16-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30		X	X	X	X			3	750	3	2,250.00
35	09-17-2012	09-23-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30	X	X	X	X	X			3	750	3	2,250.00
36	09-24-2012	09-30-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30	X	X	X	X	X			3	750	3	2,250.00
37	09-11-2012	09-16-2012	07:00PM - 07:30PM	JEOPARDY ( MONDAY-FRIDAY) (898)			1	30		X	X	X	X			3	1,400	3	4,200.00
38	09-17-2012	09-23-2012	07:00PM - 07:30PM	JEOPARDY ( MONDAY-FRIDAY) (898)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
39	09-24-2012	09-30-2012	07:00PM - 07:30PM	JEOPARDY ( MONDAY-FRIDAY) (898)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
40	09-11-2012	09-16-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30		X	X	X	X			3	1,400	3	4,200.00
41	09-17-2012	09-23-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
42	09-24-2012	09-30-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
43	09-17-2012	09-23-2012	08:00PM - 11:00PM	PRIME SPECIALS (797)			3	30	X							1	1,600	1	1,600.00
			----- ITEM LINE NOTE ----- CMA 3																
44	09-17-2012	09-23-2012	08:00PM - 09:00PM	TUES PRIME 8-9P (810)			2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- TBA 2																
45	09-24-2012	09-30-2012	08:00PM - 10:00PM	PRIME SPECIALS (797)			2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																

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Contract No 398208	Contract Dt 09-10-2012	Revision Dt 09-21-2012	Rev# 6	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM
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Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 243131					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 978																		
46	09-17-2012	09-23-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)				3	30					X			1	1,500	1	1,500.00	
			----- ITEM LINE NOTE ----- WIPEOUT 3																		
47	09-24-2012	09-30-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)				3	30					X			1	1,500	1	1,500.00	
			----- ITEM LINE NOTE ----- LAST RESORT 3																		
48	09-11-2012	09-16-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				1	30		X	X	X	X	X	X	3	1,100	3	3,300.00	
49	09-17-2012	09-23-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				1	30	X	X	X	X	X	X	X	4	1,100	4	4,400.00	
50	09-24-2012	09-30-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				1	30	X	X	X	X	X	X	X	4	1,100	4	4,400.00	
51	09-17-2012	09-23-2012	08:00PM - 10:59PM	PRIME SPECIALS (797)				3	30							X	1	2,500	1	2,500.00	
			----- ITEM LINE NOTE ----- EMMYS 2																		
		Cr Resolved	Rate		Reason																
		09-23-2012	2,500		CRDT RESOLV																
		Total:	2,500														Credit Resolved Total:		-1	-2,500.00	
52	09-11-2012	09-16-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				3	30		X	X	X	X			4	50	4	200.00	
		Cr Resolved	Rate		Reason																
		09-14-2012	50		CRDT RESOLV																
		Total:	50															Credit Resolved Total:		-1	-50.00
53	09-17-2012	09-23-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				3	30	X	X	X	X	X			5	50	5	250.00	
54	09-24-2012	09-30-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				3	30	X	X	X	X	X			4	50	0	0.00	

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Contract No 398208		Contract Dt 09-10-2012	Revision Dt 09-21-2012	Rev# 6	Advertiser CHAD BAREFOOT CAMPAIGN		Brand CHAD BAREFOOT CAMPAIGN SD 18		Product Code POLITICALS					Station/Market WTVD - DURHAM							
Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 243131						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
55	09-17-2012	09-23-2012	08:00PM - 09:00PM	WED PRIME 8-9P (813)				2	30			X						1	1,800	1	1,800.00
			----- ITEM LINE NOTE ----- MIDDLE 2																		
56	09-17-2012	09-23-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)				3	30			X						1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- REVENGE 2																		
57	09-17-2012	09-23-2012	09:00PM - 10:00PM	THURS PRIME 9-10P (805)				2	30					X				1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- GREYS 2																		
58	09-11-2012	09-16-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				2	30		X	X	X	X				3	250	3	750.00
59	09-17-2012	09-23-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				2	30	X	X	X	X	X				3	250	3	750.00
		Cr Resolved	Rate Reason																		
		09-19-2012	250 CRDT RESOLV																		
		09-17-2012	250 CRDT RESOLV																		
		09-18-2012	250 CRDT RESOLV																		
		Total:	750																		
																		Credit Resolved Total:		-3	-750.00
60	09-24-2012	09-30-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				2	30	X	X	X	X	X				5	475	5	2,375.00
61	09-11-2012	09-16-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)				3	30						X			1	1,000	1	1,000.00
62	09-17-2012	09-23-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)				3	30						X			1	1,000	1	1,000.00
63	09-24-2012	09-30-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)				3	30						X			1	1,000	1	1,000.00
64	09-15-2012	09-15-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)				2	30							1		1	500	1	500.00

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			Agency CPE: E : 978																	
65	09-22-2012	09-22-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)			2	30						1		1	500	1	500.00	
66	09-29-2012	09-29-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)			2	30						1		1	500	1	500.00	
67	09-24-2012	09-28-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)			3	30	X	X	X	X	X			4	125	4	500.00	
68	09-23-2012	09-23-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			1	30							1	1	475	1	475.00	
69	09-30-2012	09-30-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							1	1	475	1	475.00	
																Contracted Gross Total:		162	104,925.00	
																Actual Gross Total:		151	99,400.00	
																Agency Commission:			14,910.00	
																Net Total:			84,490.00	
Month/YR			Preempted	Made Good		Contract Total		Adjustments								Actual Total				
Sep 12			2,300.00	0.00		104,925.00		5,525.00 CR								99,400.00				
TOTAL			2,300.00	0.00		104,925.00		5,525.00 CR								99,400.00				

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